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Message Text

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73
ACTION EUR-12

INFO OCT-01 ISO-00 EB-07 /020 W
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FM AMCONSUL MILAN
TO USDOC WASHDC
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SECSTATE WASHDC 4316

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FOR LINDSTROM, BIC/OIM (EXT. 3944) AND EUR/WE, SEE PARAS 1 AND 7

E.O. 11652: N/A
TAGS: BEXP, EGEN, IT
SUBJECT: MILAN TRADE CENTER ACTIVITIES DURING INTERNATIONAL TEXTILE MACHINERY EXHIBITION - ITMA '75 (OCT. 6-15, 1975).

1. SERIES OF M-1'S STAGED AT CENTER DURING ITMA '75 BY US TEXTILE MACHINERY MAKERS RESULTED IN IMMEDIATE SALES OF $1 MILLION AND 12 MONTH PROJECTED SALES OF $20.4 MILLION. MTC VISITORS DURING EVENT TOTALLED 1895.

2. ITMA '75, QUADRIENNIAL INTERNATIONAL SHOW HELD THIS YEAR ON MILAN FAIRGROUNDS, WAS OCCASION FOR MOST SUCCESSFUL BETWEEN SHOW PROMOTION EVER HELD AT THIS CENTER. EIGHT US COMPANIES USED CENTER FACILITIES FOR SEMINARS, SALES MEETINGS, RECEPTIONS, PRESS CONFERENCES AND OTHER PROMOTIONAL EVENTS DURING ITMA: FOXBORO, FOXBORO, MASS.; RELIANCE, ELECTRIC, CLEVELAND, OHIO; IBM CORP., NEW YORK, N.Y.; ROCKWELL INT'L, WEAVING MACHINERY DIV., HOPEDALE, MASS.; AMERICAN TEXTILE MACHINERY ASSOCIATION (ATMA), WASHINGTON, D.C.; ARMSTRONG CORK CO., LANCASTER, PA.; LEESONA CORP., WARWICH, R.I.; GUNTER & COOKE INC, DURHAM, N.C.

3. BULK OF SALES WAS ACCOUNTED FOR BY LEESONA CORP. (IMMEDIATE $1 MILLION - 12 MONTH PROJECTED $16 MILLION), WHO DISPLAYED AND EXPLAINED LATEST MODEL TEXTILE FIBRILLATOR ON FLOOR IN EACH OF
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THEIR PROMOTIONS. LEESONA V.P., WILLIAM E. TURNER, STATED "MTC

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WAS AN INTEGRAL PART OF OUR ITMA '75 PROMOTION ACTIVITY.
COOPERATION AND FACILITIES SUPERB. POTENTIAL CUSTOMERS FROM 55
COUNTRIES RECEIVED AND ENTERTAINED AT CENTER". (CLEARED FOR
PUBLICATION EXCEPT SALES VOLUME EXPECTED.)

4. DIETMAR NEUPERT, MANAGER TEXTILE PROD. DIV. OF ARMSTRONG CORP.,
(DUSSELDORF), REPORTED "GREAT SUCCESS FOR ARMSTRONG: MOST OEM'S
ARE NOW USING OUR PRODUCTS. MTC FACILITIES PROVED INSTRUMENTAL IN
HELPING US ACHIEVE WORTHWHILE RESULTS." EXPECTED SALES IN NEXT
12 MONTH $1,000,000. (CLEARED FOR PUBLICATION.)

5. GUNTER AND COOKE, IN FORECASTING 12 MONTH SALES OF $2 MILLION,
REPORTED NEW MARKETS OPENED UP IN 6 COUNTRIES (EGYPT, INDIA, PAKISTAN,

ITALY, FRANCE, SWITZERLAND). (CLEARED)

6. ATMA, WHICH HELD HIGHLY SUCCESSFUL LUNCHEON - PRESS CONFERENCE
AT CENTER, EXTREMELY PLEASED WITH OVERALL ARRANGEMENTS AND
COOPERATION OF MTC AND STAFF OF BIC/OIM, WASHINGTON.

7. SURPRISINGLY ENOUGHT, DESPITE GENERALLY SHAKY STATE OF
ITALIAN TEXTILE INDUSTRY, SEVERAL US EXHIBITORS REPORTED
SUBSTANTIAL PURCHASES BY ITALIAN PRODUCERS ANXIOUS TO BOOST
PRODUCTIVITY THEREBY IMPROVING COMPETITIVENESS AND EFFICIENCY.
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Disposition Event:
Disposition History: n/a
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